

National Economic Boom Expected to End Soon

By REYNOLDS KNIGHT
If history repeats itself, the current business upturn could be topping out in the months ahead.

Most business forecasters are not looking for an immediate downturn. They cite healthy auto sales, high personal income, and the elimination of possible labor troubles in the steel industry among plus factors that will keep paychecks fat and businessmen content at least until 1964.

But the history-minded prognosticators are a little concerned about statistics of past business cycles. These show that the average length of expansion periods for the economy since 1919 has been 36

months — and going back a full century, that average was 30 months. The current month is the 30th in the life of existing expansion period.

TWO TRENDS that could help bring on the boom's end: continuing high unemployment, made still higher by an increase in the labor force; and a reported weakening or retrenching in consumer spending plans. Both will be watched very closely for the balance of 1963.

Coal Shuttle—Recent months have brought a number of news items concerning new technology in shipping of freight by rail. Some new techniques already have gone into operation, while others are coming off the drawing boards.

The American Car and Foundry division of ACF Industries, Inc., has completed designs for two new types of coal cars for use in "integral trains."

EACH CAR is designed to hold 100 tons of coal. One model is intended for use in existing rotary dump facilities where a car is turned upside down to be emptied; the other, envisioned for the future unloads from the bottom.

Integral-train operation, the most promising development in railroading since piggybacking was introduced, consists of a train that is a permanent unit shuttling back and forth continuously between supplier and user points carrying one commodity. Its most successful application to date has been transporting coal. The economies that have resulted from this operation enable the railroads to compete favorably with other forms of coal transportation, such as coal slurry pipelines.

ANOTHER RECORD — The nation's glass container industry appears headed for its fifth consecutive record-breaking

year in 1963, according to a recent U.S. government survey. Volume is expected to be up 3 per cent over last year.

A forecast by the Dept. of Commerce indicates 1963 production will reach 176.9 million gross units, with a value of \$1,030,000,000, compared with last year's 171.8 million gross, valued at \$1,000,000,000. These figures were reported by the Glass Container Manufacturers Institute, Inc.

"GREATER DEMAND for beverage and beer bottles and food product containers will be the major source of the increase, but exports will also be a significant factor," an official of GCMCI said.

"Both the production of glass and its manufacture into containers are now highly automated," he added, "and this, along with continuing research and technological improvements, continues to strengthen the competitive po-

sition of the glass container industry."

The Glass Container Manufacturers Institute, Inc., is a trade association of 59 companies engaged in or allied with the manufacture of glass containers. Its members account for approximately 90 per cent of the total U.S. output of glass bottles and jars.

THINGS TO COME — Latest twist in breakfast cereals: a cold-cereal product with each little piece in the shape of an animal, to sharpen appeal to little folk... A cordless electric toothbrush, operated on a flashlight battery, is being launched by a Pennsylvania firm; the toothbrush turns itself on and off automatically when picked up or laid flat... A paper towel and tissue manufacturer is launching a new two-ply paper towel, one side of which has a smooth finish for dusting and polishing while the reverse side has a coarse

surface for rougher work.

Farewell, Youth — Tobacco companies are quietly moving to reshape much of their advertising and promotion, largely in answer to public criticism. Already most of them have disclosed plans to cease ads and promotions aimed at the college "youth market" — the age bracket down to 17. Currently the word on Madison Avenue is that future ads for the general public also will play down virility, meaning that fewer athletes will endorse cigarettes. Some experts believe that this conservative new feeling among tobacco marketers may reach the point where ads will talk only about flavor, and art work will show only a picture of the packages.

Trees are Nature's only renewable resource, and will grow from seed once the current crop is cut. Wood is unlike oils and minerals which, once mined, are gone forever.

.. Scholarship

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after serving as editor-in-chief of the Warhoop and the college's newest magazine publication, Warrior-Life. He also accepted the first place award of the Columbia Press Assn. in behalf of the 1962 yearbook staff.

A special award in journalism was made by President Stuart E. Marsee to Raymond Deurloo Sr. of Waveria, whose photographic work at the college was recognized by a special trophy. A display of Deurloo's photographs was a feature of the banquet.

ALPHA Gamma Sigma gold pins, emblematic of membership in the highest scholastic group on two-year college campuses, were presented to Donald J. Adams, Redondo Beach; Allan, Gardena; Miss Armbruster, Bailey, Betty Bartholomew, Hawthorne; Carolyn L. Church, Inglewood; Cotton; Miss DeBry; Daniel Domingo, Long Beach; Marion Hanson, Torrance; Marion Heffler, Inglewood; Linea Hileman, Tor-

rance; Diane Y. Holliday, Hawthorne; Hutcheson; Miss Isbell; Shirley J. Judd, Los Angeles; Dale E. Larson, Redondo Beach; Gerald W. LaVerne, Torrance; Robert J. Lee, Redondo Beach; Walfred Lester, Long Beach; Donna Libraire, Inglewood; Mrs. Lieberman; Eleanor Loomis, Manhattan Beach; Mary Madeleine, Hawthorne; Felton McGraw, Torrance; Miss Nakano; Helen Newman, Hawthorne; Kenneth Peacock, Redondo Beach; Hilda Phillips, Inglewood; Eiko Shimada, Gardena; Specht; Valenzuela; Waites; Shirley Walker, Woodland Hills; John K. Wood, Redondo Beach, and Eric G. Fernstrom, Redondo Beach.

Rickie Fraboni Mumford, Inglewood, president of Corona del Camino, named initiates to the honor organization. They are Bob Laramee, Redondo Beach; Miss Schwent; Beth Biller, Hawthorne; Dixie Henry, Redondo Beach; Miss Hubert; Sandy Karnes, Redondo Beach, and Joan Knudsen, Inglewood.

Gerry Goddard, Redondo Beach, president of the Associated Students, pre-

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QUALITY FOODS!
BLUE CHIP STAMPS!**

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16-oz. Cans **2 FOR 25¢**

STAR-KIST CHUNK TUNA
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6 1/2-oz. Cans
Includes 3c off! **25¢**

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